

Downtown Muskegon Business Improvement District

Meeting Minutes

March 23, 2016

380 W. Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order: 4:00 PM
- 2) Attendance:
Doug Pollock (Chair), Bob Tarrant, Gary Post, Bruce Lindstrom, John Riegler and Frank Peterson

Excused Absent(s): Mike Hennessy, Justin Clark (VC), and Connie Taylor

Guests: Dave Alexander, Downtown Muskegon Now director; Ellen Berends, Downtown Muskegon Now events coordinator.
- 3) Consent Agenda
 - a) Approval of Agenda

Motion: Frank Peterson
Support: Bruce Lindstrom
Vote: All voted in favor
 - b) Approval of Minutes from the Feb. 23, 2016 Meeting

Motion: Frank Peterson
Support: Bruce Lindstrom
Vote: All voted in favor
 - c) Acceptance of the financial statement from Feb. 18, 2016

Motion: Frank Peterson
Support: Bruce Lindstrom
Vote: All voted in favor
- 4) Public Comment (on an agenda item) – None. The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.
- 5) Unfinished Business
 - a) BID update from Dave Alexander, Downtown Muskegon Now: The BID has gotten through the snow season with few issues. An RFP has been prepared and shared with the BID board concerning seasonal landscaping for 2016. It will be sent out with proposals due back to the BID by April. 5. The board moved to authorize Dave

Alexander in consultation with Chairman Doug Pollock to negotiate with the most appropriate landscape company among the proposals and sign a contract for 2016 that is in line with the BID budget for that work. Dave will also receive a quote from Ole Henry Gardens to provide plants and seasonal maintenance to the 27 planters in the BID. He is authorized to sign a contract for the planter work.

Motion to authorize: Frank Peterson

Support: Bob Tarrant

Vote: All in favor.

6) New Business

- a) Muskegon Lakeshore Chamber of Commerce President Cindy Larsen – a member of the Downtown Muskegon and Downtown Muskegon Development Corp. boards – joined a conversation with the BID board on the plans for 10 cruise ships coming to downtown Muskegon through the Muskegon County Heritage Landing dock. She discussed how the chamber and DMN has devised a Heritage District from the Depot to the Farmers Market in which to focus the interest and activities of the cruise passengers.
- b) Larsen also raised the issue of a letter of understanding between Downtown Muskegon Now and the Business Improvement District as to how the two organizations would work together to further the economic development, events and promotions, district improvements and general maintenance of downtown Muskegon. The DMN board has asked for such a document. Chairman Doug Pollock, also a member of the DMN board, said that the BID was established by the Muskegon City Commission to put a funding mechanism in place to carry out the needed work and improvements in downtown Muskegon. The BID has authorized DMN to provide staff services and carry out the work plan in line with the BID budget. Such a system has been established and should be reflected in the letter of understanding. DMN will then provide regular updates to the BID board as to how specific items in the budget are being spent and work accomplished. Gary Post said right now there are just too many organizations and it was his hope that the BID would provide a consolidation of those groups and functions. The board directed DMN's Dave Alexander to work with the chairs of DMN and the BID to create the letter of understanding, presenting it to both boards. Alexander said he would have the letter before the DMN board in April and back to the BID board at its May 24 meeting.

Motion for a letter of understanding: Frank Peterson

Support: John Riegler

Vote: All in favor.

- c) The BID board heard from Ellen Berends on the First Fridays events planned to begin in May and a request to use \$2,500 out of the BID's 2016 events, promotion and marketing budget to sponsor the first four months of First Fridays. These are family-friendly events that will be spread throughout the district on the First Fridays of every month all year long. The first is a family dance party at the Farmers Market May 6 from 6-8 p.m. with street performers June 3, the Lakeshore Art Festival 1 and the street performers returning Aug. 5. The BID support will go to general promotion and marketing, insurance

and some costs of the events. A motion was sought to approve the \$2,500 for the initial First Friday events.

Motion: Gary Post

Support: Frank Peterson

Vote: All in favor

7) Other business

DMN's Dave Alexander gave an update on a few downtown issues. He said that DMN continues to encourage and foster good cooperative relations between downtown's Rebel Road and the Muskegon Bike Time organizations for the motorcycle event in Muskegon July 14-17. Bike Time's establishment of downtown's West Western Avenue and continued use of that venue for the festival by Rebel Road and its non-profit the Child Abuse Council of Muskegon County is critical to downtown businesses. Only through cooperation and coordination will Muskegon County's leading festival be sustainable and grow in the future, he said. The BID website, once hosted on the Downtown Muskegon website of DMN has been moved to a more secure location on the city of Muskegon's website. DMN looks for ways to simplify and upgrade the outdated Downtown Muskegon website. DMN is working on replacing the map sign in front of the Holiday Inn at the Johnson Circle at Third and Western in conjunction with the new downtown map brochure. The plans are to create the same sign map at the Depot and Farmers Market.

8) Adjournment

4:42 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.